



December 18, 2013

To: Governing Board

Subject: **Route 495 Pilot Project**

Recommendation

Authorize the Executive Director to implement a Route 495 Pilot project serving the new Industry Park & Ride.

Analysis

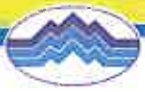
Foothill Transit opened the Industry Park & Ride on October 7, 2013. Route 493, which begins at Diamond Bar Park & Ride and services stops along Golden Springs Blvd and Colima Rd to Puente Hills Mall and eventually into Downtown Los Angeles, immediately began serving the Park & Ride. Ridership on Line 493 originating at the Park & Ride has thus far been growing slowly. With the introduction of new buses into the Foothill Transit fleet, more rapid ridership growth could be achieved with direct service between the Industry Park & Ride and downtown Los Angeles, as this would remove nearly 30 minutes of travel time compared to the existing Line 493 service for customers traveling between the new Park & Ride and downtown Los Angeles.

In an effort to enhance ridership from the new Park & Ride, and to increase customer convenience, staff proposes the introduction of a pilot - Route 495 - which would begin at the Industry Park & Ride and travel directly into downtown Los Angeles. Trip times would be coordinated with existing Metrolink trips to give riders additional transit options.

The year-long pilot project could begin operating in early 2014 and run through December 2014. The pilot project will be continuously evaluated, with progress reported each month to the Board. During the pilot phase, a Title VI Equity Analysis will be completed to ensure the project does not negatively impact minority or low-income riders.

Marketing Plan

Promotion of this pilot route would be targeted to potential customers along the SR 60 corridor and to existing Foothill Transit customers who have requested a direct route into downtown Los Angeles. Marketing will be a multi-faceted approach including outreach to Employee Transportation Coordinators in downtown Los Angeles. Foothill Transit staff will also get the word out about the new service at local community meetings and events. Direct mailings advertising the new Park & Ride and service will be sent to homes in the region surrounding the Park & Ride to attract new riders.



Budget Impact

The proposed pilot program would introduce 16 total trips; eight westbound trips during the morning peak hours from Industry Park & Ride and eight eastbound trips during the afternoon peak hours starting in downtown Los Angeles. The number of Line 495 trips needed to satisfy customer demand may need to be increased as existing customers for whom this service would be more convenient make the adjustment to the new Industry Park & Ride. Correspondingly, the number of Line 493 trips may need to be decreased. The projected cost to operate the pilot service at the levels indicated above is \$71,000 per month. Foothill Transit's allocation of Measure R funds is available to fund this pilot program.

Sincerely,

A blue ink signature of Joseph Raquel, consisting of a stylized, flowing script.

Joseph Raquel
Director of Planning

A blue ink signature of Doran J. Barnes, featuring a large, circular loop and a trailing flourish.

Doran J. Barnes
Executive Director